

TO: RORIE SKEI
SANTA MONICA MOUNTAINS CONSERVANCY

FROM: TIM DUNBAR
MOUNTAIN LION FOUNDATION

5 PAGES INCLUDING COVER

Ms. Skei,

Here is the revised grant proposal. I have reduced the amount requested and have included a list of upcoming On The Edge events. A hard copy with support documents is being sent overnight to you.

If you have any questions you can reach me at (916) 442-2666 or over my cell phone - (916) 397-9534.

Thanks for your help.



Tim



MOUNTAIN LION FOUNDATION

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PROJECT REQUEST

The Mountain Lion Foundation (MLF) is seeking \$30,000 in support from the Santa Monica Mountain Conservancy to assist in implementing our *On the Edge* program for people and wildlife in communities neighboring properties managed by the Santa Monica Mountains Conservancy. This multi-year educational program provides to people who live in neighborhoods on the edge of conservation properties the information and motivation necessary to conserve wildlife and their habitat.

CHALLENGES & OPPORTUNITIES

California is currently home to more than 34 million people. It has been estimated that nearly half of them live within one hour's drive of the Santa Monica Mountains Conservancy's lands. This vast population exerts immense pressure on the entire region as the numerous Southern California communities grow to meet development demands. This constant state of growth creates in effect an ever-moving urban edge.

While maps might clearly show a defining line between the natural landscape and human development, nature does not recognize it. There is constant movement, back and forth. Wild animals still travel the historic migration trails, even if they now run through backyards. Exotic plants and domestic animals enter conservation areas and damage ecosystems.

The attitudes of urban edge residents toward wildlife and habitat derive from their experiences, either benign or adversarial, with their wildlife neighbors. Human/wildlife conflicts, either real or perceived, have a direct affect on the ability of private and public trusts to be good stewards and influence their potential to acquire additional conservation properties.

A comprehensive program has long been needed to address these attitudes as well as to take advantage of the opportunities that occur in this dynamic edge region. By themselves, government agencies cannot properly address urban edge wildlife issues because they generally tend to treat potential wildlife conflicts within a law enforcement framework. Their actions are often based on outmoded biological perspectives that treat wildlife as game animals or pests to be managed or lethally controlled. In addition, many agencies lack the resources to address the true causes of wildlife conflicts, such as exposed trash, improper livestock protection measures, and uncontrolled pets, therefore treating the symptom of the problem instead. Finally, agencies are also subject to legal and regulatory guidelines that tend to inhibit changes that would reflect a more wildlife friendly conservation biology framework.

That is why the Mountain Lion Foundation joined forces with a coalition of conservation groups, and government agencies in southern California to create and implement the "*On the Edge*" program.

ON THE EDGE PROGRAM

The goals of the On the Edge program is to:

- ❖ Reduce human-wildlife conflicts on the edge of conserved lands.
- ❖ Increase public understanding of the value of wildlife and wildlife habitat.
- ❖ Encourage changes in personal lifestyles that reflect this understanding.



- ❖ Develop a collaborative regional model for inter-organizational collaboration on the edge.

The choices that form the basis for people's relationships with wildlife in edge neighborhoods are complex. People must decide what level of wildlife interaction they are willing to tolerate, consider the implications of that decision for wildlife, as well as for their family and neighbors, and then live a lifestyle to fit their decision.

The key factors in creating wildlife friendly neighborhoods are:

- ❖ Motivating people to think clearly about their relationships with wildlife,
- ❖ Providing them with the basic biological and behavioral information about the wildlife they are likely to encounter, and
- ❖ Informing them about the possible consequences of their behavior, as well as demonstrating effective methods for avoiding and resolving common wildlife conflicts.

To accomplish all this, MLF's *On The Edge* project offers educational events featuring discussions on wild animal behavior and biology, visual aids, as well as a suite of species and problem specific publications. Held in neighborhoods throughout the Santa Monica and Santa Susana Mountains where wildlife conflicts are severe, these special events will be provided free to the public and publicized by community calendars, press releases to local newspapers, and flyers.

Neighborhoods are targeted through consultation with wildlife researchers, city and county animal control, the California Department of Fish and Game and wildlife rescue and rehabilitation providers. Each targeted neighborhood is prioritized according to the extent and nature of wildlife issues people tend to encounter there. Presentations will be scripted to address that neighborhood's specific potential conflicts.

While the neighborhood presentations are the centerpiece of the *On the Edge* program, achieving real behavioral and attitudinal change will depend upon providing participants with reliable and accessible information via publications, media, and the web, and motivating participants and community leaders to communicate the message to friends, family, and neighbors. Follow up will include mailings to participants, a series of media features designed to reach diverse audiences, public service announcements, cable access programming, a website, and a suite of publications designed for mailing to be distributed by agency personnel at the point of contact for wildlife conflicts. The program will be fully documented; creating a model that can be used by other coalitions across the nation to provide similar services.

ONE THE EDGE TARGETED COMMUNITIES

Agoura, Bel Air, Brentwood, Burbank, Calabasas, Chatsworth, Cold Creek, Fountainhead, Franklin, Fryman Canyon, Glendale, Malibu, Mandeville Canyon, Monte Nido, Northridge, Pacific Palisades, Pasadena, Porter Ranch, Oak Park, Thousand Oaks, Topanga, Woodland Hills, as well as neighborhoods in or near Hollywood Hills, the Santa Susanna Mountains and the Simi Hills. Neighborhood presentations may span multiple communities.

ON THE EDGE PROJECT UPDATE

Since MLF and its coalition partners held their *On The Edge* media kick-off event in April, urban edge residents, public agencies, and the media have enthusiastically received the project. To date, there have been seven *On The Edge* sessions attended by more than 1,000 people from the communities of Malibu, Calabasas, Beverly Hills, Franklin Canyon, Oak Park, and Brentwood.

On April 24th, the California State Senate acknowledged MLF's efforts with a certificate of recognition for its *On The Edge* project.

ON THE EDGE EVENT SCHEDULE

<u>Date</u>	<u>Communities Served</u>
November 6th	Topanga
January 29th	Pacific Palisades
February 19th	La Habra, Whittier, La Puente Heights
March 25 th	Moorpark
April 22 nd	Santa Clarita, Valencia, Newhall
June 24 th	Crescenta, La Canada, Flintridge, Altadena
July 15 th	Pasadena, Sierra Madre, Monrovia
August 25 th	Newbury Park, Thousand Oaks, Westlake Village, Camarillo
September 23 rd	Burbank, Glendale, Verdugo Mountains

ON THE EDGE COALITION

The coalition began when several non-profit organizations realized that they were duplicating efforts. Each had already committed to spending scarce resources to produce wildlife education products and programs. The solution: work together and have each coalition partner provide their unique set of knowledge, skills, and resources to the benefit of all.

The coalition maintains one clear educational goal: to teach people lifestyles for living safely and harmoniously with nature on the edge of preserved wildlife areas. Controversial issues are avoided, and methods that are deemed unacceptable to any coalition partner are simply not mentioned in coalition products. There is sufficient scientifically sound conflict-reduction information available to communicate to the coalition's target audience without engaging in controversy.

Partner Organizations:

- **Mountain Lion Foundation** is dedicated to promoting the long-term conservation of naturally sustainable populations of mountain lions and protecting the habitat upon which lions and other wildlife depend for their survival.
- **Mountains Restoration Trust** acquires habitat in the Santa Monica Mountains while working with individuals, communities, agencies and elected officials to help preserve, restore and maintain healthy natural wilderness environments and to conserve community character in rural/wilderness interface.
- **California Wildlife Center** rescues, rehabilitates and release sick, injured or orphaned wildlife found in the mountains, beaches and neighborhoods of Southern California.
- **South Coast Wildlands Project** preserves biodiversity in wilderness areas surrounded by urban and suburban development by protecting, connecting and restoring the rich natural heritage of California's South Coast eco-region.
- **The Nature of Wildworks** provides lifetime quality care for non-releasable wild animals and gives educational programs that fosters respect and concern for the fragile status of Southern California's wildlife.

Partner Agencies:

- **Santa Monica Mountains Conservancy**
- **California State Parks**
- **Los Angeles County Parks & Recreation**

- National Park Service, Santa Monica Mountains National Recreation Area
- City of Los Angeles, Animal Services

PROJECT FUNDING

\$30,000 Santa Monica Mountains Conservancy – Grant Requested
 \$10,000 Private contributions to the Mountain Lion Foundation from Individuals
 \$20,000 Unidentified Philanthropic Foundations

ON THE EDGE BUDGET FOR THE MOUNTAIN LION FOUNDATION
Fiscal Year 2003-04 (July 2003 – June 2004)

MLF Staff Salaries & Benefits		
Conservation Program Director	550 hrs	\$16,500
Conservation Associate	300 hrs	\$5,000
Total Salaries & Benefits		\$21,500
Operating Expenses		
Consultants/Contractors/ Temp Help		\$5,000
Expenses for 12 Neighborhood Presentations		\$10,000
Telephone/Fax		\$500
Travel		\$7,000
Graphic Art, Supplies		\$500
Postage/Messenger		\$1,500
Material Costs for PSA's & Video		\$10,000
Printing/Photocopies/Reproductions		\$1,000
Total Operating Expenses		\$35,500
Total Personnel & Operating Expenses		\$57,000
5% Indirect Expenses		\$2,850
Total LWL Program Expenses FY 2002-03		\$59,850

A detailed budget breakdown and description is available upon request.